

FROM every mart known to civilization we have gathered the choicest, newest goods, in quantities eclipsing all our past records. *Style and quality* are combined with *LOW PRICES* to such a degree that one visit of inspection will convince you that this is the store where your money will get you the greatest and best returns. Make that visit this week and judge for yourself.

We're Not Afraid of Your Verdict.

BERNHEIMERS

Twelfth and Main Streets.

Read the Unmatchable Offerings in Our

MATCHLESS SPRING OPENING SALE!

Cloak Department.

Two words will express what they are—

Gems and Bargains.

Jap Silk Waists, made with extra full large sleeves, crinkled collar and belt with fancy bows, stripes and solid colors, 25 values, for.....\$3.50

Cape Values Worth Easily Twice These Prices.

SILK WAISTS Cloth Capes from \$2 to \$25. Our prices do the selling—our styles are swelly telling. Velvet Capes from \$10 to \$25. Silk Capes from \$10 to \$25. Every newest style—every latest shade. Material and finish unsurpassed.

A Special Bargain that will not wait long for takers.

Ladies' all wool Kersey Cape—black, navy, tan, red and Covert Mixtures, with 9 tailor strap seams on collar, and double cape, \$10 value, for.....\$6.50

Separate Skirts.

at irresistibly low prices. Our line is the most extensive in the city, and not only the most popular in price, but in style. Wool and Silk and Wool Crepon Skirts, \$10 to \$25. Black Brilliantine, \$5 to \$6.50. Figured Indias at \$15. All Wool Storm Serge, full skirt, canvas back, lined throughout, \$5 value for.....\$3.95

Wrappers.

See what a little money it will take this week to get a nice one.

Full Percale Wrapper, made with extra large sleeves, loose front, wide ruffles over shoulders and yoke, collar, yoke and cuffs trimmed with fancy braid, \$1.50 value, for.....\$1.00

HOSIERY.

Prices count in this department. Prices, style and the wearing comforts of the hosiery.

The celebrated Onyx fast black Imported Hose, with high spliced heel, double sole—the regular 25c quality; in this sale.....\$1.50 pair
The celebrated Esty full fashioned, fast black Cotton Hose, worth 25c; ladies' tan seamless Cotton Hose, worth 15c; in this sale.....\$1.25 pair
Our regular 35c fast black Cotton Hose (our own importation, with high spliced heel and double sole) in this great sale.....\$2.50 pair
Ladies' fine black 50c Lisle Hose, with double sole, heel and toe—regular 50c grade; in this sale.....\$2.50 pair
Misses' 1x1 ribbed seamless fast black Cotton Hose, regular 15c value; in this sale.....\$1.00 pair

Ladies' fast black seamless Hose, worth 15c; ladies' best style Hose, worth 15c; ladies' tan and slate Cotton Hose, worth 12 1/2c; all in this sale.....\$1.00 pair
Misses' 2x1 ribbed fast black seamless Hose, medium weight for school wear, worth 20c; in this sale 12 1/2c pair
Boys' 2x1 heavy ribbed fast black seamless Hose, excellent for wear and worth 25c; in this sale.....\$1.00 pair
Misses' 1x1 ribbed real black Cotton Hose, with double knees, regular 2 for \$1.00 grade; in this sale.....\$1.00 pair
We'll match and beat any "sale" price on Hosiery, no matter when or where.

Men's Furnishings.

Here's some specials that will tickle your fancy—and your purse as well.

In the April sale beginning to-morrow we will offer some unmatchable values in Men's Shirts. Men's fancy Percale Shirts, laundered, collar and cuffs, regular 75c quality, in this sale.....40c
Men's fancy Percale Shirts, laundered collar and cuffs, 50c quality, in this sale.....59c each
Men's tan seamless cotton Half Hose, lots of tan and 15c the regular price, in this April sale.....10c pair
Men's black Half Hose, Hermsdorf dye, full regular made, regular 15c quality, in this April sale.....10c pair
Barbrigan Shirts and Drawers, all sizes, worth 30c, in this sale.....25c garment

The Millinery of the West Is Here!

OVER 600 BEAUTIFUL TRIMMED HATS

To choose from—no two of which are alike—150 of which have been made since the opening.

\$2.50 to \$25.00.

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The True Shrine of Lenten Worship.

There have been openings and openings the past week, each one the "greatest and grandest" in the entire West (in the newspapers), but there was but ONE in the minds of the discriminating and intelligent public, ONE so far ahead of all the others(?) that they can hardly be mentioned in the same breath. That ONE? Ask of the thousands who witnessed all, and from nine out of every ten will come the quick reply—BERNHEIMERS!

To the thousands of visitors, who by their words of praise and purchasing encouragement—To the Journal, who, by its faithful description of things as they really were, helped to acquaint the public of so good a chance to see the beautiful—To our hundreds of clerks who by their faithful and untiring efforts—

Made this THE OPENING of the season, due thanks are given, and henceforward our one aim shall be to "Have in Kansas City a millinery house the peer of any in the land"—just what so many have pronounced it to be.

We carry the largest and finest stock of White and Black Leghorns outside of New York city. In Flowers nature has been outdone, and all competition eclipsed. Everything that can be classed with Flowers and Foliage is here.

We are showing every desirable shape of the season in Untrimmed Hats, and in every conceivable braid.

CHILDREN'S AND INFANTS' MILLINERY AS IN NO OTHER HOUSE OUTSIDE OF NEW YORK.

Wash Fabrics.

Come and see them. That's the main thing. Selling is easy after seeing.

Plain colors and figured Piques.....15c
Satin striped Challies, such as you will pay 35c for elsewhere.....25c
Anderson's Scotch Ginghams, all new and neat designs, value 25c.....15c
Striped and figured Batistes, fast colors, new patterns; see them.....9c
Imported Dimities; all of them are pictures and fast colors.....25c
French Organdies, the latest and Swivel Silks—not the old styles carried over from last year, but new, fast colors, all new and very choice.....40c color goods.....35c

Kid Gloves.

There's no getting around these bargains—they're the kind that catch.

4-button "Alcazar" Kid Gloves, blacks, browns, tans, modes and white; \$1.00 value, for.....75c
Our celebrated 4-button "Monarch," in black and colors—we will sell on Monday only for.....95c
Our 7-button "Addie"—also 4-button, in black and colors, for Monday only, \$1.19

Dress Trimmings.

See what beautiful things we have—and what a little money it takes to get them. Such a gathering of tasteful trimmings was never before presented to a Kansas City public.

Black Goods.

Ask our customers and they'll tell you that there's knowledge and honesty behind every transaction.

46 inch all wool Henrietta, silk finish, just received; as pretty as the \$1 grade, for.....50c
40 inch Broadhead Mohairs, very desirable for skirts, value 60c.....40c
35 inch all wool French Serge, value 50 cents, in the new spring color.....32c
50 inch Storm Serge in three different style weaves, made of best quality and crepon skirt patterns, 4 1/2 yards each, really worth \$1.00.....75c
Black Crepons (all the rage), 45 inches wide, former price 75c, this week.....59c
Skirt lengths, 4 1/2 yards of Burr Crepon Plisse—Crinkle and Boucle, value \$1.00 per yard, for.....\$3.50 pattern
10 styles of Mohair Stripes, Mohair figure, Rock, Burr and Bayadere stripe style weaves, made of best quality and crepon skirt patterns, 4 1/2 yards each, for.....\$5.00

New Dress Goods.

The wise ones who look to economical buying will recognize this as one of the opportunities.

A new line of silk and wool fabrics; just received; as pretty as the \$1 grade, for.....50c
40 inch imported wool Plaids, in all the clean effects; 70c value, for.....50c
Good 60c grade, for.....50c
50 inches wide; \$1.25 value for 85c
40 inch figured Jacquard Mixtures, in greys, tans and blues; such as sold last season for 75c, at.....50c
EXCLUSIVE PATTERNS. Ahead of all in this line. Prettier patterns—choice novelties, and to be seen here just as soon as in New York and Boston. Only one of each thus assuring our patrons of exclusiveness in dress. We'll show you genuine bargains in these, too!

Silks.

Specials that are more than tempting—they are irresistible.

Japanese white Habutai wash Silk, value 35c this week.....25c
2 1/2 inch colored Silk Crepons, all evening shades and black.....50c
23 inch corded stripes and plaid wash Silks.....39c
50 inch black Habutai, value \$1.00, on sale.....69c
One lot of fancy stripe Taffeta Silk; waist patterns in new colorings.....\$3.35
One lot of fancy Silks worth \$1.00 per yard; in waist patterns of 6 yards each.....\$4.50
Taffeta Plisse in all the leading colors—satin stripes; our price.....\$1.25

Grand Bargains Parasols.

Beginning tomorrow we will sell 25 White India Silk Parasols, white ribs and enamel handles, worth \$1.50, at \$1.00
25 White India Silk Parasols, white ribs and Broaden ball handles, worth \$1.50, at \$1.00
25 White India Silk Parasols, white ribs and Broaden ball handles, worth \$1.50, at \$1.00
25 White India Silk Parasols, white ribs and Broaden ball handles, worth \$1.50, at \$1.00
Exclusive designs in White Parasols from \$2.50 up to \$4.00; all new and very handsome.

Mail orders will be filled at prices here quoted so long as the goods hold out.

Ladies' Underwear.

The biggest money's worth ever offered in Underwear, whether at 5c or \$1.00.

Special Vest Sale, beginning to-morrow, worth 75c; in this sale.....50c
Belted Ribbed Cotton Vests, low neck, sleeves, with satin ribbon trimming, well worth 25c.....15c
Ladies' Union Suits, low neck, sleeves, worth 75c; in this sale.....50c
Ladies' Silk Vests, 10c, worth \$1.00; made in cream color, with fancy silk crocheted shoulders; all sizes; in this sale, worth \$1.00, at.....50c
Ladies' Knee Panties; 2 special leaders for this sale.....25c, 35c, 50c

Notions.

We're making drives here that bring customers by the hundreds.

Richardson's 100 yd. Spool Silk, all colors and black, 60 a spool. NO MORE THAN 5 SPOOLS TO A CUSTOMER.

We have a full line of Richardson's Rope Silk, Filo Flare, Wash Silk and Knitting Silk in any shade you may ask for.

Springlette, for the bottom of skirts, 10 a yd.

Corded Velvet Dress Facing, 8c a yd.

Belting, 5c a yd.

Bone Casings, 5c per bolt of 6 yds.

100 gross good Hooks and Eyes, Nos. 5 and 6, at 10c a gross.

Taffeta Seam Binding, 8c a bolt.

Velvet Dress Facing, all colors, 4c a yd.

No. 3 Hygeia Seamless Stockinet Dress Shirts, 12c a pr.

The best Dress Stays in sets of 9, all colors, 5c a set.

30 inch real Whitebone, 15c each, or \$1.00 a doz.

Silk Elastic, all colors, 25c a yd.

Laces.

Fresh, new goods, dainty patterns and so rare that we would advise an early purchase.

A beautiful line of exclusive patterns in the following effects: New Broderie, Orientals, Net Tops, Anglaise, and all the new things in plain Laces from.....10c to 25 yard

Monday we will sell 44 inch Chiffons in all the new colors, regular \$1.00 value, for.....85c

Reliable and established machines, made to sell for \$60, our price \$23.75; machines made to sell for \$55; our price \$21.75.

Depend on it—every article we advertise is here—exactly as advertised, and will be sold at the prices advertised.

Embroideries.

Just see them. They're the kind of bargains you don't see every week.

1,000 yards wide margin Irish Edge Embroidery, in Hamburg, Nainsook and Swiss, worth 20c a yard, for.....12 1/2c a yard

A beautiful line of 27 inch Hem-stitched Flouncings, daintily embroidered, will go on sale at.....35c and 50c a yard

WORTH JUST DOUBLE.

A Veiling Bargain.

To-morrow we will sell a lot of new Veilings, in dainty designs, plain and dotted, regular 50c values, for.....35c a yard

Papeteries.

Here's a bargain for you—500 boxes finest Papeteries, quality never before under 60c, will be sold at.....25c a box

Our Sewing Machines can't be beat; all modern improvements in them.

Basement.

Prices count in this department. Prices and the qualities combined.

Yard wide soft finish Bleached Muslin, 50c value, for.....35c
2 1/2 Unbleached Sheetings, regular 15c value, on sale for.....12 1/2c
Yard wide full, Unbleached Muslin, good 60c grade, for.....50c
36 inch half wool figured Bouges, 25c value, for.....15c
35 inch silk and wool Dress Goods, regular 50c grade, on sale for.....25c
36 inch wool Cashmeres, in all colors and black, sold mostwheres at 25c, for.....15c

36 inch printed Serges, in new effects, for.....10c
A choice line of 10 and 12 1/2c Zephyr Ginghams, will be.....75c
45 inch Seamless Pillow Cases, bleached, will go at.....15c
Full yard wide Cambrics, regular 10c value, will be only.....8c
Woven Crepon in new spring colors—the latest.....10c
New Embroidered Flannels, hemmed, hemstitched and scalloped edges, choice new goods, from 65c to \$1.00 yd

Linings.

Here are prices that you'll hunt in vain to equal.

Best Cambrics, all colors and black, by the yard.....30c
Fast Black Peraline Lining.....70c
All Linen Canvas, the 25c grades, but only in wine color, for.....10c

Black and Slate Grass Cloth.....8c
All colors French Peraline, 35 inches wide.....10c

35 inch Silates, in Silates only; value 12 1/2c.....8c

A full line of Grey French Haircloth just opened.

Velvetene—A complete line of all colors and black; the best value in the city.....60c

Above prices this week only.

Drapery Department.

Housecleaning time is near and we're ready for it.

50 pieces Dotted Swisses, white dots on white grounds, colored dots on white grounds, 25c values, for.....50c yard

100 pieces new Silkolines, newest patterns and colorings, 15c values, for 12 1/2c

Hall and tassel Fringes to match.....5c

New line Lace Curtains, fancy net and novelties, grand values, at \$4.00, \$4.50 and \$5.00

New line of Silk Stripe Draperies for Portieres.

1,500 Window Shades, 36 inches wide, 7 feet long, for.....20c each

500 Window Shades, 3 feet wide, 7 feet long, 50c values, for.....25c

450 opaque Window Shades, 3 feet wide, 7 feet long, 75c values, for 45c each

G. BERNHEIMER, BROS. & CO.